

What is claimed is:

1. A method for on-line, interactive fundraising for an organization over a wide-area network, comprising the steps of:

hosting the organization's website including a plurality of hyperlinked
5 web pages;
displaying one or more web pages with virtual plaque honoring donors;
providing one or more donation and payment web pages; and
updating virtual plaques on the web pages with virtual plaque when a
donation is made.

- 10 2. The method as recited in claim 1, further comprising the step of providing information about the fundraising in one or more video clips.
- 15 3. The method as recited in claim 2, wherein the video clips are incorporated into one or more web pages.
4. The method as recited in claim 3, wherein the video clips are incorporated into the virtual plaque.
- 20 5. The method as recited in claim 3, wherein the video clips are incorporated in a personalized donation page.

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6. The method as recited in claim 1, further comprising the step of providing information about the fundraising in one or more audio clips.
7. An on-line, interactive fundraising system over a wide-area network for an organization, comprising:
- 10 a website dedicated to the organization, including a plurality of hyperlinked web pages;
- one or more web pages with virtual plaque honoring donors;
- one or more donation and payment web pages; and
- 15 means for updating the virtual plaque on the web pages with virtual plaque when a donation is made.
8. The system as recited in claim 7, further comprising one or more video clips providing information about the fundraising.
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9. The system as recited in claim 8, wherein the video clips are incorporated into one or more web pages.
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10. The system as recited in claim 7, wherein the video clips are incorporated into the virtual plaque.
11. The system as recited in claim 7, wherein the video clips are incorporated into a personalized donation web page.

12. The system as recited in claim 7, further comprising one or more audio clips
providing information about the fundraising.